


The Serious Side of Business: Marketing and Customer Service

Contributed by Jeff Lambert
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April 1st has always been synonymous with April fool's day, a celebration of the practical joke. On April 1st, our Business Services program was not "fooling around" when retail and consumer expert Barbara Wold "wowed" the audience with valuable information on customer service, marketing strategies, and much more. For those who were unable to attend this special program, (How to Increase Your Business by 25 percent ... Starting Now!) below are some of the highlights:

- ◆ Dare to be different. Be daring and you will come up with new opportunities!
- ◆ Review your business goals – make them specific, realistic, positive and measureable.
- ◆ Ask the most honest judges of your store – your customers and non-customers. Talk to your customers and listen – really listen.
- ◆ Improve your image and customer service. Excellent customer service is no accident – it takes a plan, a commitment, and an atmosphere of service awareness.
- ◆ Build and improve your staff. When you and your staff feel the passion, you are going to be dangerous in the marketplace.



- ◆ Give your store a makeover. Don't fall blindly in love with your store. This is what your customers are supposed to do!
- ◆ Turn backroom "junk" into gold. Mark it up, mark it down, return it or give it away. It's "dead money" if it's just on a shelf.
- ◆ Start a frequent buyer program. Frequent buy programs tap a hidden resource – your existing customers and increase sales. 

The Riverside Public Library has several excellent business programs each month. For questions and reservations please call (951) 826-5212 or email jmlambert@riversideca.gov. For a list of all our upcoming programs, please visit the business page on the library Web site:
<http://www.riversideca.gov/library/business-survey/Default.aspx>

- **May 13** (Tuesday, 6-8 p.m.) - Financial Literacy: Credit Repair
- **May 20** (Tuesday) - Time Management (SBDC)
- **May 27** (Tuesday) - ABC's of Starting Your Own Business (in Spanish)
- **May 28** (Wednesday) - Ace the Interview & Dress for Success
- **June 10** (Tuesday, 6:30-8 p.m.) - Introduction to Copyright and Trademarks
- **June 17** (Tuesday, 6-8 p.m.) - Marketing Strategies that Work
- **June 25** (Wednesday, 6:30-8 p.m.) - Truth about Fear: How to Eliminate its Effect on your Success Potential

